Course Syllabus

Code - Course Title	**HİT204U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. SEVİL BAYÇU

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Public relations writership: role and resposibilities	
Week - 2		Preparation to writing: What and how does writer write?	
Week - 3		Writership for traditional and social media	
Week - 4		Course repetition	
Week - 5		Question solving	
Week - 6		Question solving	
Week - 7		Mid-term	
Week - 8		Writership for tools for intended to internal and external of company I	
Week - 9		Writership for tools for intended to internal and external of company II	
Week - 10		Writership in crisis times	
Week - 11		Course repetition	
Week - 12		Question solving	
Week - 13		Question solving	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Be able to distinguish what the concept of public relations writing is and classify the phases of effective message writing process
2	Be able to distinguish what news writing and techniques are in terms of Public Relations Writing and design these techniques
3	Be able to distinguish what a press release is and decide on which topics a press release can be written
4	Be able to design applications for the most effective use of communication tools used for public relations
5	Be able to developing a public relations campaign

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**